

STEPPING OUTSIDE YOUR COMFORT ZONE

By: Kim Cook

In life, no matter what the situation, we all have our comfort zones. We all reach a level in which we say, "Too far, I'm not comfortable with that."

For example, I hate to fly. I am not afraid of flying, I just hate the motion and the height and the nausea that generally comes along with it. Bill, on the other hand, loves to fly. Last week, he came home with a 'shock bracelet' designed to give relief from motion sickness. Bill claimed the bracelet would relieve my nausea and tendency to vomit with 'gentle, non-invasive' electronic shock waves to my wrist. Well duh! If you were being shocked, you'd forget about throwing up too! After chasing me around the house and sitting on me in order to strap the bracelet on my arm, Bill finally convinced me that I should give the bracelet a try. "Come fly with me, baby", he said. Aww! I ask you, what woman could turn down that invitation?

So, out of love for my husband, I will push past my comfort level and allow myself to be shocked so that I can fly without an airsick bag. Love is a many splendored thing!

There are also times when I need a 'shock bracelet' in real estate - especially when it comes time to knock on the door of a homeowner in foreclosure.

It's one thing if a homeowner calls and invites you into their home. It's quite another to knock on a door when the homeowner is not expecting you. Oh, scary! The instant I knock on the door I start praying, "Please don't be home! Please don't be home!" I just want to leave my letter offering help and race back to the safety of my car. My comfort level, even after all these years of investing, does not reach the front door of an unsuspecting homeowner.

But this is my job. I am a full time real estate investor. I can either get comfortable with knocking on doors, or I can go back to work in a hair salon. It's that simple. So I push my comfort level, because I really hate the smell of a perm frying someone's hair.

Perhaps I can give you some advice that may help bolster and strengthen your comfort level.

Use MEDS to help you blast past your comfort zone.

"Kim" you ask, "Are you telling me to use drugs?!" Of course not. Don't be silly. Although, a small glass of wine every now and then....

Motivation: What motivates you? What calls you into action? Is it a new car or perhaps the desire to be free of debt that motivates you into high gear in the mornings? Whatever the desire, use it as a 'tool' to push yourself off the comfort of your sofa and onto the front porch of a homeowner in distress. Keep a picture of your dream car or tape a dollar bill to the dash of your gas guzzling clunker to remind you of your goals. For example, my friend Laurie wants a new Sundowner horse trailer with living quarters so that she can go camping with her horses. She keeps pictures of her dream trailer everywhere. The pictures motivate her to go to work when she is tired, and they also keep her out of the malls when she receives her paycheck on Fridays.

Whether your goal is to do one real estate deal a year or to become a full-time real estate investor, your motivation and desire to reach your goal will, in turn, increase your comfort level.

Education: What's the old saying, 'Don't just talk the talk. You've got to walk the walk.'

Whether you are buying one house a year or one house a month, educate yourself in the field of real estate, otherwise you may get burned. Learn different ways to purchase a home; subject-to, wrap, short sale, holding the note, etc, and also make sure you learn multiple exit strategies. Your comfort level will progress upward as you learn and understand different ways to structure a deal.

Determination: I'll tell you a quick story on this one. I am really uncomfortable speaking in public. Ok, that's sugar coating it. Actually, scares me to death! My knees start shaking and I lose my train of thought and truthfully I feel like a 30 ft tall green woman. Bill, though, is fabulous and very comfortable speaking in public. In this life that he and I have chosen to lead, I can either push past my fear and learn to be comfortable in front of people, or I can continue to be satisfied standing in the back of the room. So I stutter and trip all over my words and make a complete idiot of myself in order to become better at speaking in front of people. Talk about getting outside your comfort zone! But I am determined if nothing else.

Determination and persistence will get you farther in life than talent. Determination to succeed will hold you steadfast to your goals and give you the self-confidence and single-mindedness needed to attain those goals.

If you want to be a real estate investor then visualize it, think it, believe it and be it! Don't accept less. Don't settle for less. You can do this. Yes, it is scary. Yes, it is intimidating. But yes, it is the best, most exciting life you can imagine! Success is a state of mind. If you want success, start thinking of yourself as a success. Don't let your fears weigh you down. Keep pushing, pushing, pushing!

Self Discipline:

Put this little saying on your mirror and read it every morning: *If I succeed today, it is due to my efforts and determination. If I fail today, I will learn from my mistakes and tomorrow be better prepared.*

Some days it would be so easy to stay home and find 'busy' work to do. When you aren't shackled to a time clock and aren't at the mercy of someone else's schedule, it really takes self discipline to stay focused and on track.

Self-discipline, self-command, self-control, self-government, self-mastery. It all boils down to this: You are responsible for yourself, for your actions or inactions. For your education or lack thereof. For your abilities or inabilities. For your ambition, inspiration and motivation or your lack of fire-within.

You are responsible for you. Push past your comfort level and become the best person you can be. A great man once said, "Only those who dare to fail greatly can ever achieve greatly."